Amendments to the Claims

<u>In the Claims</u>

The following listing of claims is proposed to replace all prior versions of the claims in the application:

1. (currently amended)   A system for developing customer relationships with a reader/viewer of a <u>traditional</u> media [[for]] relating a story having a title, a body, <u>and</u> an end, and ~~dramatically created~~ points of interest interspersed throughout the ~~body~~ <u>story</u>, wherein the system comprises:

~~(a)~~ the <u>traditional</u> media <u>being a published printed</u>~~; (b)~~ ~~a~~ media storage device, ~~the media~~ <u>and said story</u> being stored therein; and

~~(c)~~ a customer relationship management module (CRMM) <u>resident on a host computer system and accessible via a global computer network</u>; wherein the <u>published printed</u> media has a contact aid ~~encoded~~ in the ~~body of the~~ story[[,]] proximate one of the ~~dramatically created~~ points of interest[[;]]<u>, the contact aid being an address of the CRMM accessible via the global computer network,</u> wherein, upon selection of the contact aid by the reader/viewer, a channel of communication is established from which the reader/viewer ~~can~~ interact<u>s</u> with the customer relationship management module ~~(CRMM)~~ regarding the point of interest, the CRMM capturing information about the reader/viewer and analyzing the captured information only if the reader/viewer selects the contact aid, serving up appropriate portions of supplemental data to the reader/viewer~~; wherein the contact aid is associated with an author or a character of the story~~.

2. (previously presented)   The system of claim 1, wherein the contact aid <u>is an address of the CRMM accessible via the global computer network which</u> is selected from the group <u>of CRMM addresses</u> consisting of character-specific postal address<u>es</u>, telephone number<u>s</u>, email <u>addresses</u>, SMS <u>addresses</u>, chat room address<u>es</u>, IP address<u>es</u>, web page address<u>es</u>, activatable mail to hyperlink, and hypertext link to a

URL <u>addresses, and which address is input by the reader/viewer into a client device</u> <u>having connectivity with the global computer network.</u>

3. (original)   The system of claim 1, wherein the CRMM comprises at least a customer profile capture module (CPCM) for capturing information about the reader/viewer; a processor which analyses the captured information, identifying supplemental data in a supplemental database on which the supplemental data is stored; and a server which serves up the supplemental data to the reader/viewer.

4. (previously presented)   A <u>published printed</u> media for relating a story having a title, a body, an end, and ~~dramatically created~~ points of interest interspersed throughout the body, wherein the <u>published printed</u> media comprises at least one contact aid ~~encoded~~ <u>published</u> in the ~~body of the~~ story[[,]] proximate a point of interest, wherein, upon [[a]] selection by a reader/viewer, the contact aid <u>being an</u> <u>address of a customer relationship management module selectable via global</u> <u>computer network,</u> ~~aids in establishing~~ <u>establishes</u> a channel of communication from which the reader/viewer can interact with [[a]] <u>the</u> customer relationship management module (CRMM) regarding the point of interest, the CRMM capturing information about the reader/viewer and analyzing the captured information only if the selection of the contact aid by the reader/viewer is made, the CRMM further serving up appropriate portions of supplemental data to the reader/viewer; wherein the contact aid is associated with an author or a character of the story.

5. (previously presented)   The <u>published printed</u> media of claim 4, wherein the contact aid is selected from the group consisting of character-specific postal address<u>es</u>, telephone number<u>s</u>, email <u>addresses,</u> SMS <u>addresses,</u> chat room address<u>es</u>, IP address<u>es</u>, web page address<u>es</u>, activatable mail to hyperlink, and hypertext link to a URL <u>addresses, and which address is input by the reader/viewer into a client device</u> <u>having connectivity with the global computer network.</u>

6 to 10. (cancelled)

11. (new)   The system of claim 1, wherein the media storage device is selected from the group of printed media storage devices consisting of: books, journals, magazines, and newspapers.